DOCUMENT RESUME

ED 477 759 IR 022 061

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TITLE	Building & Running a Successful Research Business: A Guide for the Independent Information Professional.
ISBN	ISBN-0-910965-62-5
PUB DATE	2003-00-00
NOTE	463p.; Edited by Reva Basch.
AVAILABLE FROM	Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055 ($29.95). Tel: 609-654-6266; Fax: 609-654-4309; e-mail: custserv@infotoday.com; Web site: http://www.infotoday.com/ .
PUB TYPE	Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available From EDRS.
DESCRIPTORS	Business; *Entrepreneurship; *Information Industry; Information Scientists; *Information Services; Information Sources; Marketing; Organizational Development; Reference Services; *Researchers; Small Businesses
IDENTIFIERS	*Research Corporation

ABSTRACT

This handbook presents information for entrepreneurs on launching, managing, and growing an independent research firm. The book is organized into four sections. In the first section, "Getting Started," chapters include: (1) "What's an Independent Info Pro?"; (2) "A Day in the Life of an Independent Info Pro"; (3) "The Joys and Frustrations of Being an Independent Info Pro"; (4) "Are You a Potential Independent Info Pro?"; (5) "Understanding Your Competition"; (6) "Structuring Your Business"; (7) "Before You Launch"; (8) "Setting Up Your Business"; (9) "Software for Your Business"; and (10) "Work and the Rest of Your Life." Section Two, "Running the Business," includes chapters (11) "Managing Your Clients"; (12) "Money, Money, Money"; (13) "Setting Rates and Fees"; (14) "Subcontracting, or I'll Scratch Your Back if You Scratch Mine"; (15) "Ethics and Legalities"; (16) "Professional Development"; and (17) "Strategic Planning." Chapters in the third section, "Marketing," include: (18) "Marketing Do's and Don'ts"; (19) "Your Business Image"; (20) "Marketing on the Web"; (21) "Print Marketing"; (22) "Marketing by Writing and Speaking"; (23) "Starting the Word of Mouth"; and (24) "Public Relations." The final section, "Researching," includes (25) "The Reference Interview"; (26) "Thinking Like a Researcher"; (27) "Approaching Online Research"; (28) "Web Research 101"; (29) "Professional Online Services"; (30) "Specialized Online Services"; (31) "Telephone Research"; (32) "Public Records Research"; (33) "Library and Other Manual Research"; (34) "Deliverables"; and (35) "Other Services You Can Offer." Appendixes include: information on the Association of Independent Information Professionals; resources for staying up-to-date; Independent Info Pro tools and resources; and contact information for people quoted in this book. Includes an index. (AEF)

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